

## ABSTRACT OF THE DISCLOSURE

A packaging and dispensing device for a friable product, in particular a cosmetic product. The device includes a hollow base, and a cup intended to accommodate the product in a well. The cup includes at least one lug on a stem fixed below the well. The lug is flexible and engages with a helical groove in the inner wall of the base. The lug can be disengaged from the groove, in particular at the ends of the groove. The arrangement allows "free" rotation in a plane orthogonal to an axis of the spiral. The device includes a sleeve mounted in free rotation about the base, whereas it is fixed in rotation with the cup. The cup moves axially as a function of rotation of the sleeve relative to the base.